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Rockwell Automation Southeast Asia to Host its First 2014 RAOTM Event in Kuala Lumpur

*Showcasing cutting-edge technologies and solutions to meet daily challenges in manufacturing automation*

SINGAPORE – 24 February 2014 – [Rockwell Automation](#), the world's largest company dedicated to industrial automation and information, announced it will be holding its first 2014 Rockwell Automation on the Move (RAOTM) event in Southeast Asia on 25 February at the Kuala Lumpur Convention Centre, Malaysia.

As the industry's premier one-day event focused on innovative smart, safe and sustainable solutions, the RAOTM event offers a wealth of learning and networking opportunities that demonstrate the latest process and discrete control technologies. In conjunction with Rockwell Automation's 111 years of Allen-Bradley brand equity, the event will enable customers to see how to improve business profitability, optimise plants, and make operations cleaner, safer, more secure and more energy-efficient.

Delegates will get the chance to view the newest and most advanced power, control, and information products and services at the wide range of exhibits. They can also participate in technical sessions on key industry issues and developments, experience Rockwell Automation products and technologies at hands-on labs, as well as maximise opportunities to meet with industry, application and technology experts.

Rockwell Automation and its best-in-class suppliers in its PartnerNetwork™ programme will collaborate to discuss the latest industry trends, consult on standards and requirements, provide interactive

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demonstrations of leading automation technology, and present solutions for daily difficulties in manufacturing – ensuring that customers receive the best value for their automation investment. These system integrators, strategic alliances, Encompass-referenced product partners and distributors will showcase products or services designed to work with Rockwell Automation to enhance factory-wide optimisation, machine performance and sustainability. Together, they have extensive experience in a wide range of industry sectors including Oil and Gas, Water/Wastewater, Food and Beverage, Automation, Packaging and Infrastructure.

“This RAOTM event will bring us all together in one venue, letting industry leaders see firsthand how we work together – meeting today’s automation challenges, whilst leveraging technology and growth insights across the relevant industries for customer gain,” said Bob Buttermore, Regional Director, Southeast Asia, Rockwell Automation.

Visit the RAOTM:

Date: 25 February 2014

Time: 9:00 am – 6:30 pm

Place: Kuala Lumpur Convention Centre, Level 3 West Wing, Conference Hall 2

#### About Rockwell Automation

Rockwell Automation, Inc. (NYSE: ROK), the world’s largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs about 22,000 people serving customers in more than 80 countries.

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